FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00051168 **Type of Permit:** FILMING **Release Date:** 04/11/2012

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA
Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title BUICK

Type of Production Commercial - Standard

Producer Joby Ochsner

Director Erich Joiner

1st AD Joe Gray

Production Manager Geno Imbriale

FilmL.A. Coordinator Erica Wade

Location Manager Jeff McSpadden
Primary Phone Mobile - 619-871-7873
Secondary Phone Office - 310-453-9244

Location Assistant Jeff McSpadden
Primary Phone Mobile - 619-871-7873
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,110.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00051168	**Location Manager**	Jeff McSpadden
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 619-871-7873
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	BUICK		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Name WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Prep Dates 4/12/2012 - 4/12/2012 07:00 - 10:00 1 day

Film Dates 4/12/2012 - 4/12/2012 10:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
"Men Working Ahead" signs must be posted during activity on bike paths.
A minimum of 8 feet of vertical clearance must be maintained if flying cables over the bike path.
All vehicles must be parked on private property
Aviation activity will be conducted within normal FAA established guidelines
Must comply with attached Beaches and Harbors Conditions
No cast or crew parking on area streets
No steps from trailers, trucks or motorhomes may be facing road
Notify L.A.P.D. Air Support Division 213.485.2600 of all helicopter activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
Will Rogers Beach Lot 2W map.pdf
1GenFilmPermitConditions_2012-03-01.pdf
2ParkingGuidelines_2012-03-01.pdf
WillRogersBeach_SpecialFilmingConditions_2011-08.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Picture vehicles	10
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	3
Crew	50
Extras	12
Lifeguard Required	1
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Camera on sticks; Drive ups & away; Driving shots; Equipment on sand; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; 10 Stationary picture cars in PCI lot at Will Rogers Beach closest to Tower #10; Four wheel drive vehicles& ATV'S on beach for transportation of equipment.; Talent and extras playing volleyball on existing volleyball courts on beach.; Talent playing frizbee

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00051168	**Location Manager**	Jeff McSpadden
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 619-871-7873
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	BUICK		

on beach. ; Talent rollerblading and skateboarding on bike path. Rollerblader runs into surfboard on bikepath being carried by a surfer.; Talent jogging on beach.; Building a giant sand castle on beach. Talent using a metal detecter walks through sand castle.; Beach props on sand: Chairs, surfboards,umbrellas,ice chests, surfboards, frizbees, beach balls, towels.; Using area on beach at lifeguard tower # 10 & north and south of tower #10 for 50 yards.; Requesting to cover existing ads and signage on lifeguard tower # 10.; ITC & IPC on bike path and in parking lot.; Fisherman standing on rock jetty. Extras standing on jetty in background.; Talent swimming in water. Simulation ot talent drowning in water (directly in front of tower 10 only). Talent dressed as lifeguard simulating CPR on drowning victim on the beach.; Driving shots in parking lot. Cars bump into other while driving in the parking lot while driving 10 MPH.; Catering in parking lot with a barbecue. Plywood will be placed under the barbecue.; Lights, camera and equipment on sand, in parking lot and on bike path.; Using lifeguard tower # 10 for filming. Windows need to be opened at Tower # 10. Requesting access to tower # 10 by 2:30pm. Talent standing on Lifeguard tower # 10 & on ramp of lifeguard tower. ; Placing a prop vendor booth partially in the PCI Lot and paritally on the bike path. Talent riding a bicycle on bike path gets distracted & runs into prop vending stand.; Prep from 7am to 10am to cone off parking spaces only; 10 X 10 EZ up on beach for shelter; Additional vendor stand partially on the asphalt ramp and the bike path leading from the bicycle path to the beach. Location is the on the cement ramp / bike path approx. in line with the jetty S/E of tower #10.;

Jurisdiction **Political:** Los Angeles County - Supervisor District 2 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 630 **Grid:** H6

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

Coordinator Note Lifeguard Towers may not be used in any way that would damage the image of Los Angeles County or its Lifeguards.
Towers can not be identifiable as a Los Angeles County Lifeguard Tower

Coordinator Note Must fly cables over bike path

Gators and 4x4 trucks are for uploading and unloading only and must be returned to parking lot when not in use

Must maintain emergency access route clear on beach

No setting up or filming at Tower 8

Coordinator Note No digging up wet sand due to Grunion season

Coordinator Note LIFEGUARD REQUIRED 1000-2200HRS

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
PCI parking lot at Will Rogers Beach closest to Lifeguard tower #10 - 200 spaces. Using PCI Parking lot

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 1 of 1

Permit Number	F00051168	**Location Manager**	Jeff McSpadden
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 619-871-7873
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	BUICK		

for parking, filming and catering. Placing tables, chairs and EZ ups in parking lot for catering. Requesting to cone off spaces.

NOT A PERMIT

General Film Permit Conditions

1. Production company must have a finalized copy of the film permit, including General Film Permit Conditions and Parking Lot Guidelines on set at all times.

2. If use of Maintenance or Lifeguard personnel is required, it must be reflected on the permit and call times indicated. Lifeguards require 24-hour notice to be hired with a 4-hour minimum requirement. Maintenance also requires 24-hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is an 8-hour minimum for all after hours filming.

3. Filming requests will be approved on a case-by-case basis.

4. Companies must cover and/or fly cables over pedestrian walkways and turf areas.

5. Filming must not interfere with Lifeguard or Maintenance activities at any time and must not interfere with scheduled beach or park activities or special events.

6. May not block public or emergency access at any time.

7. No catering or craft services allowed on pedestrian walkways or bike path.

8. No animals allowed unless prior approval from DBH, FilmL.A., and local municipal Animal Control office and is indicated on permit. All dogs must remain on leashes and off sand when not filming.

9. No driving scenes allowed on sand or turf areas.[1]

10. Tent use must be indicated on permit. No staking into parking lot. Sandbags or closed water containers must be used for anchoring items on the sand.

11. Emergency access area (marked in red) cannot be used at any time. Exceptions subject to review and approval by DBH Parking and the Fire Department/Lifeguards.

12. All water activities require a Lifeguard to be hired with a minimum of 4 hours of service.

13. Production company may be required to hire a FilmL.A. Monitor if the production or filming negatively impacts public safety or beach operations.

14. Production personnel must be assigned to power cables and/or coned off areas when posing a safety concern.

15. A safety officer must be assigned to motorized equipment when on the sand.

16. Filming and clean-up must be complete by 10:00 p.m. unless otherwise authorized by DBH.

[1] Excludes Dockweiler State Beach

NO PERMIT

17. No chemicals on the beach or in the water unless approved by the Director and Fire Chief.

18. Production companies must remove all trash and debris resulting from activity.

19. Playback and amplified sound must be kept to moderate levels after 10:00 p.m. so long as not to disturb nearby residents. Prior approval required from DBH and FilmL.A.[2]

20. Lifeguard towers must be indicated on permit.

21. Digging holes in the sand less than 4 feet deep must be approved by the Director and indicated on permit. Production companies must secure holes in the sand by providing trench shoring, an exclusionary zone with caution tape, staging safety personnel outside the exclusionary zone for rapid rescue, a harness and safety rigging for any person in the trench.

22. All personal motorized watercrafts and vessels must remain 300 yards from the shoreline.

23. No launching or landing of personal motorized watercrafts or vessels from beach.[3]

24. For safety purposes, flagmen are required for all heavy equipment, machinery, and vehicles that are operated on the beach, including during the loading and unloading of filming equipment on the beach.

25. Proof of insurance meeting each jurisdiction involved is required.

26. Community Surveys must be obtained from residences before filming is permitted to take place between the hours of 10 p.m. to 7:00 a.m. Survey radius will be determined by FilmL.A. based on production activity and parking.

27. Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding in vehicles on the beach at any time. Vehicle speed is limited to 5 m.p.h. at all times.

28. In the event of flowing storm drains, film shoots with water activity may be suspended for a period up to 72 hours due to high bacteria levels in ocean waters. Production companies may also be denied access to certain areas on the beach where there is sewage or required storm drain cleanup by DBH Maintenance staff. These decisions will be made by DBH in consultation with L.A. County Lifeguards and FilmL.A.

29. If a situation arises in which the Lifeguard Captain deems unsafe, a consultation with the on-scene production manager will be conducted to determine safer alternatives. Filming will be suspended until safety measures are adopted.

NOT A PERMIT

[2] Playback and amplified sound is not allowed at Burton Chace Park
[3] Exclusions for personal motorized watercrafts at Venice Beach

PARKING GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

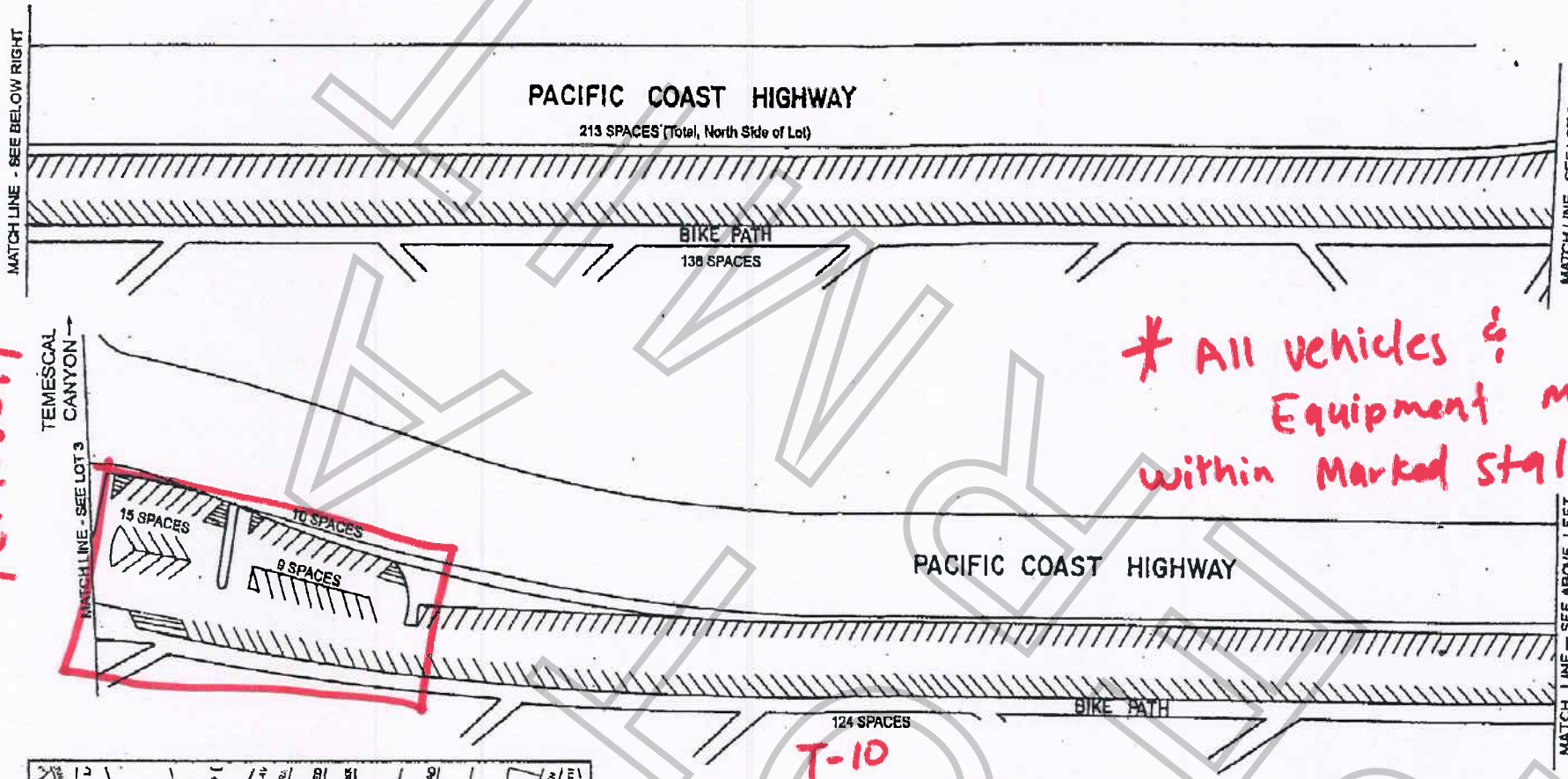
These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- When utilizing beach in front of Gladstone's (Lifeguard tower #3), companies must also contact Gladstone's at (310) 459-9746 for approval to use the area.
- All equipment must be 10 feet from bike path.
- No filming at Lifeguard tower #4 due to private beach at Bel-Air Bay Club.
- Exceptions can be made for playback or amplified sound after 10 p.m. at Will Rogers State Beach and will require a FilmL.A. Coordinator to seek prior approval from the Third District's Board of Supervisors office.
- No filming, blocking or parking on access ramps or storm drains.
- Companies must fly cables over bike path.
- No vehicles or other equipment on turf, unless otherwise approved by DBH.

NOT A PERMIT

p.2
Permit #F00051168
310 821-9855
Parking Concepts, Inc.
Aug 30 10 10:36a

WILL ROGERS STATE BEACH
PARKING LOT #2W - TEMESCAL CANYON



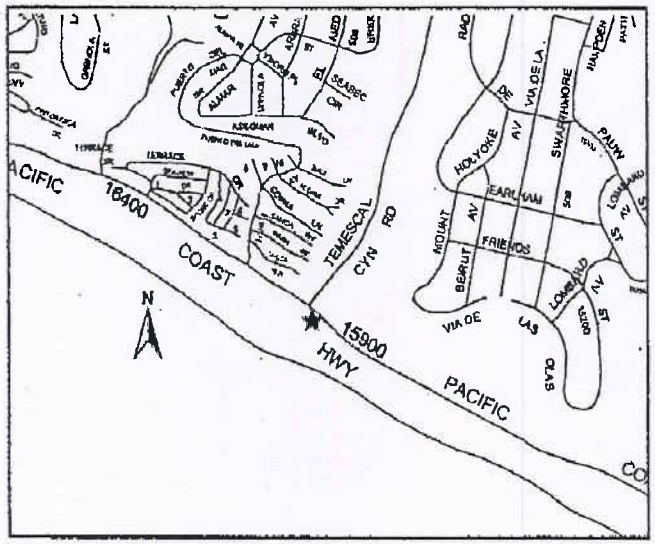
Temescal

* All vehicles & Equipment must be within Marked stalls

T-10

Crew Cars only
No Trucks

* No Blocking ingress/Egress Access ways



REGULAR SPACES	507
DISABLED	0
TOTAL	507

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS

Revised 5 / 2002 by CLS

KEY COPY